



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application of Mikhail Lotvin and Richard M. Nemes

Appl. No.: 10/790,991

Filed: 03/02/2004

Title: Computer systems and methods supporting on-line interaction with content, purchasing, and searching

Group/Art Unit: 3622

Examiner: BOVEJA, NAMRATA

Mail Stop Amendment
COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, VA 22313-1450

RESPONSE TO NONFINAL OFFICE ACTION

In response to the office action dated 08/11/2006, please amend the above-identified application as follows. A petition for extension of time (2 months) along with a required fee is filed herewith.

IN THE CLAIMS:

1-26 (Canceled)

27. (Currently Amended) A method of providing advertisement to a user communicating with an advertising entity over a network, comprising: sending e-mail ~~containing~~ comprising an advertisement message specifying a monetary value associated with the advertisement, wherein the monetary value is displayed ~~without displaying the entire~~ advertisement in a subject line of the transmitted e-mail, which is displayed to the user before the e-mail is opened and a message in a body of the e-mail can be read; receiving a response from the user indicating that the user has opened the e-mail; and transferring the monetary value specified in the e-mail to account of the user.